

WHAT IS CLAIMED IS:

- cal 4, 9, 21-24
1. A sign, comprising:  
at least one support member;  
1228 a body portion, said body portion being attached to said at least one support member for positioning said body portion at a predetermined elevation;  
20, 24 at least one reflective layer at least partially secured to said body portion, said at least one reflective layer defining a holographic pattern comprising a plurality of characters selected from the group consisting of numeric characters and alphabetic characters; and  
14, 24 at least one optically transmissive layer at least partially secured to said at least one reflective layer such that said at least one reflective layer is at least partially positioned between said at least one optically transmissive layer and said body portion, said at least one optically transmissive layer defining at least one message, and wherein said at least one reflective layer is structured to reflect light through said at least one optically transmissive layer to thereby visibly display said plurality of characters and enhance the visibility of said message.
- 103 2. A sign according to Claim 1 wherein said body portion is formed of polypropylene.
- 102 3. A sign according to Claim 1 wherein said body portion has a configuration selected from the group consisting of a circle, an oval, a triangle, a square, a rectangle, a pentagon, a hexagon, a heptagon, an octagon, a nonagon, a decagon, a motor vehicle, a football, a football helmet, a bottle, a numeric character, and an alphabetic character.
- 102 cal. 7, 8-35 4. A sign according to Claim 1 wherein said at least one reflective layer comprises a polyester hologram foil.
- 102 5. A sign according to Claim 1 wherein said message comprises at least one graphic design, numeric character, and alphabetic character.
- 102 6. A sign according to Claim 1 wherein said at least one support member defines a curved portion for frictionally engaging said body portion.

107 7. A sign according to Claim 1 wherein said at least one support member defines a wire-like member.

103 8. A sign according to Claim 1 wherein said at least one optically transmissive layer comprises a material selected from the group consisting of polyester and polypropylene.

102 9. A sign, comprising: <sup>92 (outer frame)</sup>  
at least one support member;  
a body portion, <sup>54 (42)</sup> said body portion being attached to said at least one support member for positioning said body portion at a predetermined elevation;  
10 at least one reflective layer at least partially secured to said body portion, said at least one reflective layer defining a holographic pattern; and <sup>all elements</sup>  
at least one optically transmissive layer at least partially secured to said at least one reflective layer such that said at least one reflective layer is at least partially positioned between said at least one optically transmissive layer and said body portion,  
15 said at least one optically transmissive layer defining an interior portion, <sup>original edge</sup> a border encompassing said interior portion, and at least one message <sup>17</sup> positioned at least partially within said interior portion, said interior portion and said border comprising contrasting colors, and wherein said at least one reflective layer is structured to reflect light through said at least one optically transmissive layer to augment the contrast between said interior portion and said border to thereby enhance the visibility of said message.

10. A sign according to Claim 9 wherein said body portion is formed of polypropylene.

25 11. A sign according to Claim 9 wherein said body portion has a configuration selected from the group consisting of a circle, an oval, a triangle, a square, a rectangle, a pentagon, a hexagon, a heptagon, an octagon, a nonagon, a decagon, a motor vehicle, a football, a football helmet, a bottle, a numeric character, and an alphabetic character.

12. A sign according to Claim 9 wherein said at least one reflective layer comprises a polyester hologram foil.

13. A sign according to Claim 9 wherein said pattern of said at least one reflective layer comprises a plurality of characters selected from the group consisting of numeric characters and alphabetic characters.

5 14. A sign according to Claim 9 wherein said at least one reflective layer defines a broken-glass pattern.

15. A sign according to Claim 9 wherein said at least one reflective layer defines a box pattern.

16. A sign according to Claim 9 wherein said at least one reflective layer defines a circular pattern.

10 17. A sign according to Claim 9 wherein said message comprises at least one graphic design, numeric character, and alphabetic character.

18. A sign according to Claim 9 wherein said at least one support member defines a curved portion for frictionally engaging said body portion.

15 19. A sign according to Claim 9 wherein said at least one support member defines a wire-like member.

20. A sign according to Claim 9 wherein said at least one optically transmissive layer comprises a material selected from the group consisting of polyester and polypropylene.

20 21. A sign, comprising:  
at least one support member;  
a body portion, said body portion being attached to said at least one support member for positioning said body portion at a predetermined elevation;  
at least one reflective layer at least partially secured to said body portion, said at least one reflective layer defining a holographic pattern comprising a plurality of  
25 characters selected from the group consisting of numeric characters and alphabetic characters, said at least one reflective layer further defining at least one message, and

wherein said at least one reflective layer is structured to reflect light about said message to visibly display said plurality of characters and enhance the visibility of said message.

22. A sign according to Claim 21 wherein said body portion is formed of polypropylene.

5 23. A sign according to Claim 21 wherein said body portion has a configuration selected from the group consisting of a circle, an oval, a triangle, a square, a rectangle, a pentagon, a hexagon, a heptagon, an octagon, a nonagon, a decagon, a motor vehicle, a football, a football helmet, a bottle, a numeric character, and an alphabetic character.

10 24. A sign according to Claim 21 wherein said at least one reflective layer comprises a polyester hologram foil.

25. A sign according to Claim 21 wherein said message comprises at least one graphic design, numeric character, and alphabetic character.

15 26. A sign according to Claim 21 wherein said at least one support member defines a curved portion for frictionally engaging said body portion.

27. A sign according to Claim 21 wherein said at least one support member defines a wire-like member.

28. A sign according to Claim 21 wherein said at least one message is printed on said at least one reflective layer.

20 29. A sign according to Claim 21 wherein said at least one reflective layer defines an interior portion, a border encompassing said interior portion, and at least one message positioned at least partially within said interior portion, said interior portion and said border comprising contrasting colors, and wherein said at least one reflective layer is structured to reflect light so as to augment the contrast between said interior portion and  
25 said border to thereby enhance the visibility of said message.